

Message Text

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ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 AID-05 CIAE-00 FRB-01
INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06
SP-02 LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-05
CEA-01 L-03 H-02 PA-02 PRS-01 IGA-02 ITC-01
CTME-00 /104 R

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COM/OIM/SAD/RGootenberg
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COM/OIM/RGARNITZ
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EA/J:HCOCHRAN

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P 052231Z DEC 77
FM SECSTATE WASHDC
TO AMEMBASSY TOKYO PRIORITY

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E.O. 11652: NA

TAGS: BEXP, JA

SUBJECT: PROMOTION OF CONSUMER GOODS EXPORTS TO JAPAN

REF: TOKYO 17696

SUMMARY: USDOC ENTHUSIASTICALLY ENDORSES AND SUPPORTS
POSTS PROPOSAL FOR CONSUMER GOODS IMPORT STIMULATION IN
COOPERATION WITH JAPANESE INSTITUTE FOR DISTRIBUTION
RESEARCH (IDR). USDOC SUGGESTS REFTEL PARA 4 AND 5 FORMAT
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BE EXPANDED TO INCLUDE COMBINED CATALOG AND PRODUCT SAMPLE
DISPLAY WITH U.S. INDUSTRY TECHNICAL REPRESENTATIVE
(ITR) PRESENT.

1. FOR CLARIFICATION, POST-PROPOSED CONSUMER GOODS CATALOG
PROMOTION AS PRESENTED IN REFTEL IS SEEN AS A NON-FEE
DISPLAY OF CONSUMER GOODS CATALOGS WITH PRICES (AND LISTED

AGENTS, IF REPRESENTED) IN FULL VARIETY OF PRODUCT CLASSIFICATIONS INCLUDING, E.G.: (A) APPAREL: MENS/ WOMENS/CHILDRENS; (B) FOOTWEAR; (C) HOUSEWARES/APPLIANCES/ HARDWARE; (D) LINENS/DRAPERY/CARPETS; (E) GLASSWARE; (F) SPORTING GOODS; (G) TOYS AND GAMES; (H) FURNITURE; (I) COSMETICS/BEAUTY AIDS; (J) NOVELTIES/NOTIONS/ STATIONERY/JEWELRY. STORE BUYERS VISITING EXHIBITION COULD

SELECT ITEMS FOR PURCHASE. PRESUMABLY PRODUCT CATEGORIES WOULD BE REALISTICALLY SET TO MATCH MOST EASILY COORDINATED IMPORT-AGENT CHANNELS, AND HAVE BENEFIT OF SOME IDR ADVANCE ARRANGEMENT TO FACILITATE IMPORT AND CUSTOMS DUTIES FOR FAST DELIVERY.

2. BASED UPON PAST EXPERIENCE IN NUMEROUS CATALOG EXHIBITIONS, CONSUMER PRODUCT PROMOTIONS, AND MOST RECENTLY, U.S. HOUSEWARES UNIVERSAL SHOWCASE (USHUS) VTR- EXHIBITION IN TEN MARKETS, USDOC STRONGLY RECOMMENDS INCLUSION OF PRODUCT SAMPLES AS KEY TO CONSUMER GOODS BUYER ACTION. USDOC WOULD THEREFORE PROPOSE THE IMPORT STIMULATION PROGRAM BE CONDUCTED IN TWO STEPS (A) A MAJOR USTC/TOKYO EVENT WITH SAMPLES, CATALOGS AND PRESENCE OF U.S. INDUSTRY TECHNICAL REPRESENTATIVE (ITR) TO TALK, E.G. ON WORLDWIDE BUYER SELECTIONS OF U.S. HOUSEWARES AND HOME FURNISHINGS; (B) A SUBSEQUENT YEAR-ROUND IDR DISPLAY (POSSIBLY AT HARUMI PIER) WITH MONTHLY FEATURED UNCLASSIFIED

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PRODUCT CLASSIFICATION TO MATCH SEASONAL DEMAND, ALSO WITH ITR BROUGHT IN TO MATCH MONTHLY THEME, I.E. SPORTING GOODS, (NICKLAUS, PALMER, REGGIE JACKSON) AND TIMED TO FOLLOW U.S. ASSOCIATION TRADE SHOW ON SAME THEME, WITH SLIGHT TIME-LAG TO PERMIT U.S. ASSOCIATION SOLICITATION OF TRADE SHOW PARTICIPANTS FOR UPDATING TOKYO DISPLAY.

3. POST PROPOSAL ALSO TIMELY FROM STANDPOINT OF USE OF ALREADY PREPARED HOUSEWARES VIDEO TAPE EXHIBITION OF 30 U.S. MANUFACTURERS COMPLETE WITH PRODUCT SAMPLES. USHUS LOCATIONS ORIGINALLY INCLUDED TOKYO, HENCE SAMPLES ARE NOW ON HAND AT NEW YORK FREIGHT FORWARDER, READY FOR SHIPMENT TO TOKYO WITH VTR TAPES.

4. USDOC READY TO ASSIST IDR TEAM JANUARY/FEBRUARY, 1978 VISIT TO U.S. PROPOSED ATTENDANCE AT NATIONAL HOUSEWARES EXHIBITION, MCCORMICK PLACE, CHICAGO, JANUARY 16-19, 1978, AND HOBBY INDUSTRY ASSOCIATION TRADE SHOW, HOUSTON, TEXAS, JANUARY 29-FEBRUARY 1, 1978, COULD BE SUPPLEMENTED WITH ATTENDANCE AT MANY OTHER JANUARY/FEBRUARY EXHIBITIONS IN SUGGESTED PRODUCT CATEGORIES, PARA 1, IF DESIRED. AFTER POST REPLY, USDOC WILL SUBMIT LIST OF CONSUMER GOODS

SHOWS IN U.S. WHICH SUGGEST IDR TEAM MAY VISIT.

5. REFTEL PARA 2 IDR RETAIL MEMBER PROMOTION CAMPAIGN (APPA) COULD WELL BE TIED TO USTC VISIT AND SUBSEQUENT VISITS AT PERMANENT IDR DISPLAY. CATALOG DISPLAY TRANSLATION AND COLOR COPYING FACILITIES WOULD ALSO FIT PERMANENT IDR DISPLAY CONCEPT.

6. PLEASE ADVISE DETAILS OF IDR TEAM U.S. BUYING JANUARY VISIT, ALSO FORMAT AND PROPOSED DATES OF IMPORT PROMOTION. USDOC WILL BE GLAD TO CONTACT U.S. ASSOCIATIONS NOTED IN REFTEL AS WELL AS FOLLOWING ADDITIONS ON BEHALF OF JANUARY IDR TEAM VISIT, AND ON PARTICIPATION IN UPCOMING PROMOTION:
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Executive Order: N/A
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 357663
Secure: OPEN
Status: NATIVE
Subject: PROMOTION OF CONSUMER GOODS EXPORTS TO JAPAN
TAGS: BEXP, JA
To: TOKYO
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/6f08bc0b-c288-dd11-92da-001cc4696bcc
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